

# **Solar Decathlon™**

## **Amended Rules and Regulations**

**June 6, 2002**

### **3.4 Contest 3: Graphics and Communication—Amended**

Goal: To produce outreach materials that explain each team's Solar Decathlon house, as well as the solar energy and energy efficiency technologies the house uses, to the general public, public officials, the media, and any special guests visiting from schools and trade or professional organizations. The Contest has three components: (1) Web site, (2) newsletters, and (3) house tours.

#### **(1) Web site**

By October 1, 2001, a site consisting of a minimum of three pages should be live and linked to the Solar Decathlon Web site. The students' sites should explain the design of their houses and the technologies used in them. Sites do not have to contain information that would compromise a team's competitive edge. This portion of the Contest is pass/fail.

By September 23, 2002, the team Web sites (except for the contest diaries) should be finalized and ready for judging. We expect that the information available on your site during the competition to be of significantly greater detail than that available on your site on October 1, 2001.

Contest updates in the form of "contest diaries" will be required daily during the weeklong Contests (September 30 – October 4, 2002). In these diaries, teams will discuss their progress in and experience with the Competition. The Solar Decathlon Officials will provide the teams with specific content requirements, format standards, and daily topics, as well as production schedules. Contest diary and newsletter subject matter will be the same; the challenge will be to take the same material and adapt it to two very different formats with differing user/reader expectations and preferences.

Teams should provide their own workstation (a computer, monitor, printer and any other hardware they choose, which must be approved by Headquarters). Each workstation will be a node on a local area network provided by the Solar Decathlon organizers. Teams will have access to the Internet and email during the competition via the Solar Decathlon local area network. Teams should update, as needed, their off-site Web server using the workstation in their house. Each workstation will be required to run from 9 a.m. through 5 p.m. during the weeklong Contests.

Teams should not provide a Web server or host Web pages in their house using the Solar Decathlon's Internet connection. Teams should retain their Web sites on the servers on which they were first housed in October 2001—typically at their university or college. There should be no Web site hits or other public access to the teams' workstation on the Mall through the Solar Decathlon's Internet connection.

(2) Newsletters—Students will produce newsletters daily both electronically and in print. The Solar Decathlon Officials will provide the teams with specific content requirements, format standards, a design template, and daily topics, as well as production and delivery schedules. The teams' progress in and experience with the Competition will drive the content. Newsletters will be two pages (front and back). Contest diary and newsletter subject matter will be the same; the challenge will be to take the same material and adapt it to two very different formats with differing user/reader expectations and preferences.

*Print distribution:* Copies of the newsletter must be printed on site. Teams will be given a quantity of official Solar Decathlon watermarked paper. Thirty copies will be required per day and all of these copies will be in color. Officials will provide delivery instructions of print newsletters.

*Electronic distribution:* Officials will supply a distribution list via email. Students will also create their own distribution lists. Newsletter deliveries and team distribution lists will be subject to verification.

(3) House Tours—Teams must provide guided tours of their house to explain the house, and the technologies and products used in the house, to visitors. Operation of the TV/videoplayer is mandatory during house tours. The content of any video/audio/electronic presentation must complement the information provided in the house tour and/or support the goal of Contest 3.

Criteria: Individual elements of the Contest will be judged on the following criteria.

Web site:

- Timeliness—Teams must adhere to production and delivery schedules. Deadlines will be provided. If your team does not meet a deadline, that portion of the Web site and/or contest diary will not be judged, thereby affecting the overall score.
- Content—Inclusion of specified content, use of audience-appropriate language, consistent tone, originality, and correct spelling and grammar
- Format and design—Integration of text and graphics, consistency of design
- Creativity and interest—Engaging content and innovative design
- Advertising—Limited use and tasteful integration of team sponsor logos and other marketing materials. Sponsors should be recognized only

according to the document, *Guidelines for Sponsor Recognition* (Solar Decathlon Bulletin, May 21, 2002).

- The site will be tested with Bobby (a testing software) for estimated download times.
- Navigation—Consistency and ease of usability
- Value of any multimedia or JavaScript elements
- Adherence to guidelines posted on the Solar Decathlon Sub site at [http://www.eren.doe.gov/solar\\_decathlon/web.html](http://www.eren.doe.gov/solar_decathlon/web.html)

#### Newsletters:

- Timeliness—Teams must adhere to production and delivery schedules. Deadlines will be provided. If your team does not meet a deadline, that issue of your newsletter will not be judged, thereby affecting the overall score.
- Content—Inclusion of specified content, use of audience-appropriate language, consistent tone, originality, and correct spelling and grammar
- Format and design—Integration of text and graphics, consistency of design
- Creativity and interest—Engaging content and innovative design
- Advertising—Limited use and tasteful integration of team sponsor logos and other marketing materials. Sponsors should be recognized only according to the document, *Guidelines for Sponsor Recognition* (Solar Decathlon Bulletin, May 21, 2002).
- Adherence to guidelines posted on the Solar Decathlon Sub site at [http://www.eren.doe.gov/solar\\_decathlon/print.html](http://www.eren.doe.gov/solar_decathlon/print.html)

#### House tours:

- Content—Description and explanation of house design strategies and technological features
- Creativity and interest—Engaging audience interest and innovative approach
- Advertising—Recognition will be subject to NPS rules. The role of sponsors of special events or activities may be recognized, but the method of recognition must comply with National Park Service policy. Sponsors should be recognized only according to the document, *Guidelines for Sponsor Recognition* (Solar Decathlon Bulletin, May 21, 2002).
- Presentation—Design and presentation of tour materials as they relate to the house's features, demeanor of tour guides toward the public
- Environmental Impact—Use of recyclable products, minimization of throwaway materials

<b>Scoring by Panel of Judges</b>	Points Available
Web site	40
Newsletters	30
House tours	30